IPv6 Market Study

- Why IPv6
- Market Impact of IPv6
- Potential of penetration
- Positioning of vendors and operators
- Transition issues
- What is to be done ?
- Positioning of IPv6 Task Force

Why IPv6

- ☺128-bit address space vs. the current 32-bit address space
- ☺ Enhanced Authentication and Security
- ☺ Seamless Mobility support
- ☺ Auto-configuration of IP addresses for a "plug-and-play" environment
- ☺ Quality of Service provisions

IPv6 Market Impact

- ☺ Unique addresses for all devices connected to networks
- ☺ Higher security leads to higher trust and higher penetration
- ☺ Once used to auto-configuration facilities companies would adopt IPv6 quickly
- ☺ 3G introduction with millions of IP devices (phones, cars, PDAs, home appliances...)
- ☺ Expected boom of subscribers upto 1 billion in 2003
- ☺ Applications tailored to the target users

Potential of penetration

- ☺ **Applications are key applied to different sectors and segments of the users**
  - ⇨ **Home Networking, 3G, Access (DSL)**
  - ⇨ **Type of users**
    - *By age*
    - *Business,…*
    - *Type of service and applications*
- ☺ **Analyze the available market data to set the market inputs for the forecasting tool :**
  - ⇨ **Propensity-to-buy by age**
  - ⇨ **Propensity-to-buy by income (if available)**
  - ⇨ **Propensity-to-buy by industry**
  - ⇨ **Propensity-to-buy by occupation**
  - ⇨ **Total market size by service or service categor**

Positioning of vendors and operators

☺ **Almost all major vendors have committed the products supporting IPv6**

- ⇨Microsoft
- ⇨CISCO
- ⇨Motorola
- ⇨IBM
- ⇨Nokia
- ⇨Nortel
- ⇨Ericsson
- ⇨….

☺ **All these vendors are supported by operators and political statements**

- ⇨Japan, Korea, EU, Canada,
- ⇨BT, DT, Telia (Two new projects are planned in IST)

Transition issues

☺ Transition should be smooth

- ⇨ **In Fixed and wireless networks**
  - *Home networks, access (DSL) are primary targets*
  - *3G and beyond 3G have committed to IPv6*

- ⇨ **Products should be deployed to support both IPv6 and IPv4 to support both technologies**

What is to be done ?

- ☺ **IPv6 positioning depends on the awareness from users, manufacturers and vendors supported by operators and standards**
  - ⇨ **Market study incorporating awareness creation among various groups is the key to make IPv6, a successful technology**
    - *Address space,*
    - *Autoconfiguration*
    - *Security*
    - *Qos*
    - *Applications*
    - *…*

Positioning of IPv6 Task Force

☺ **IPv6 task force should recommend take-up of an early action for a market study addressing IPv6 technology with clear mandate**

- ⇨To create a database of all features of IPv6
- ⇨Potential benefits to the users, vendors and operators
- ⇨Create awareness among strategy people